

You are here: > [Home](#) > [News](#) > [Residents](#) > 'Pop-up literacy shop' to open in Peterborough

A temporarily empty shop unit on Peterborough's high street will be transformed into exciting hub of literacy activity for four days during the summer holidays as part of the Peterborough Literacy Campaign's drive to boost literacy levels in the city.

From Monday 20 July to Thursday 23 July, the pop-up literacy shop will be located on 19-21 Bridge Street and open from 10am to 4pm. Families will be able to pick up a free book, take part in fun literacy activities, get stuck into a book in the reading area, find out where to get literacy support in the city and about other literacy activities they can get involved in. Visitors will also be able to help grow a 'literacy tree' on the walls by writing the title of their favourite books or a favourite quote from a book onto paper leaves.

Supported by [BookTrust \(http://www.booktrust.org.uk/\)](http://www.booktrust.org.uk/), Family Learning in Peterborough, [City College Peterborough \(http://www.citycollegepeterborough.ac.uk/\)](http://www.citycollegepeterborough.ac.uk/) and [The Reading Agency \(http://readingagency.org.uk/\)](http://readingagency.org.uk/), who will all be running activity sessions, the pop-up shop aims to inspire a love of reading and raise awareness of the importance of literacy skills. Visitors will also be able to pick up a Peterborough walk and talk trail quiz – a Peterborough Literacy Campaign initiative launched in partnership with cultural services provider, [Vivacity \(http://www.vivacity-peterborough.com/\)](http://www.vivacity-peterborough.com/) which quizzes families on Peterborough's landmarks to help support children's literacy and communication skills. Families who answer all the questions correctly have the chance of winning an iPad mini.

Sally Atkinson, Manager of the National Literacy Trust Hub in Peterborough said; "This is a really exciting opportunity for the Peterborough Literacy Campaign to generate a buzz about the joy of reading and sharing stories right in the centre of the city.

We invite everyone to drop in – whether it's to browse the free books, get involved in the activities, relax with a book, contribute to the 'literacy tree' or just have a chat about our campaign and the literacy support available in the area. We're really looking forward to being a feature on Peterborough's high street for people to discover as they're out and about."

The Peterborough Literacy Campaign is an initiative working in partnership with Peterborough City Council and other local partners including [Peterborough United \(http://www.theposh.com/\)](http://www.theposh.com/), [Stagecoach \(https://www.stagecoachbus.com/\)](https://www.stagecoachbus.com/) and Vivacity to raise awareness of the importance of literacy skills and extend the reach of literacy support in the district.